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REPLY UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP



UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

In re Application of:)	Examiner: Johnson, Alan M.
Isaac BENTOLILA et al.)	Group Art Unit: 2623
For: SYSTEM AND METHOD FOR)	
BEHAVIORAL MODEL CLUSTERING IN)	
TELEVISION USAGE, TARGETED)	
CLUSTERING, AND PREFERENCE)	Response to the Final Office Action
ADVERTISING VIA MODEL PROGRAMMING)	Dated November 30, 2006
BASED ON BEHAVIORAL MODEL CLUSTERS)	
)	
Application No.: 10/043,698)	
)	
Filed: January 9, 2002)	
)	

RESPONSE TO THE FINAL OFFICE ACTION DATED NOVEMBER 30, 2006

Commissioner of Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir/Madam:

This is a Response to the Final Office Action dated November 30, 2006. Reconsideration is respectfully requested in view of the following amendments and remarks. If necessary, please charge any required fees or credit any overpayment to our Deposit Account No. 01-1960. An additional copy of this page is enclosed for that purpose.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.